Question Items presents the questionnaire used in the Internet survey conducted in Japan. Descriptive statistics for survey participants are included in the Excel file.

Question Items

SC1 Which is your sex?

1. Male
2. Female

SC2 How old are you?

SC3 Which prefecture do you live in?

SC4: Are there any brands you currently feel attached to?

Which of the following applies to the brand?

Feeling attached means “feeling a special favor and a strong bond connecting to the brand with the self.”

Think of one brand you have an attachment to.

1. A relatively expensive item that is visible to others, for use outside the home (expensive clothes, jewelry, automobiles, etc.)
2. A relatively expensive item that is invisible to others, for use only at home (luxury furniture, expensive appliances, etc.)
3. A relatively inexpensive item that is visible to others, for use outside the home (inexpensive clothes or stationery that is carried outside)
4. A relatively inexpensive item that is invisible to others, for use only at home (soap, detergent, kitchen appliances, food, and other daily necessities)
5. There is no brand I have an attachment to.

Q1 Write the brand name that you have an attachment to and the category that brand belongs to.

For example, “OO bags, OO automobiles, etc.”

Q2 Please select the degree to which the following questions apply to your evaluation of the brand to which you feel attached (one for each).

1. The brand has the functions I need.
2. It is enjoyable to use the brand.
3. The brand lifts me up.
4. The brand reflects “who I am.”
5. I feel happy when I own (or use) the brand.

6. The brand implies my identity.
7. I’m proud to use the brand.
8. The brand represents my values.
9. The brand symbolizes my inner self.
10. The brand always serves my purpose of using it.
11. The brand provides me with value for my money.
12. The quality of the brand is stable and high.
13. The brand improves the way that other people view me.
14. The brand is reliable.
15. The brand helps me express what people around me expect from me.
16. The brand is useful and easy to use.
17. The brand gives me joy.
18. The brand fulfills the role I require of it.
19. I get excited when I own (or use) the brand.
20. Using the brand makes me feel positive.
21. The brand improves my image.
22. The brand is reassuring.
23. The brand makes me feel relaxed.
24. The brand can express my ideal self.
25. The brand is comfortable to use.
26. The brand makes my life more convenient.
27. The brand is a treat for myself.
28. The brand produces a satisfactory outcome for me.
29. I feel close to the brand.
30. I am satisfied with the performance of the brand.
31. Using the brand provides a lovely experience.
32. The brand is of high practical value to me.
33. The brand is durable and long-lasting.
34. The brand has positive effects on what others think of me.
35. The brand is well refined.
36. The brand helps me capture the interest of those around me.
37. In this question, select “very true” on the far right (dummy).

Q3 Please select the degree to which the following questions apply to your thoughts and actions toward the brand to which you feel attached (one for each).

1. The brand suits my image.

2. The brand comes to my mind unconsciously and naturally before other brands when I think about the category of product that the brand belongs to.
3. My thoughts and feelings toward the brand come to my mind naturally and instantly. (To what extent do your thoughts and feelings toward the brand come to your mind naturally and instantly?)
4. I feel personally connected to the brand. (To what extent do you feel personally connected to the brand?)
5. The brand is part of me and who I am. (To what extent is the brand part of you and who you are?)
6. I spend money, time, and energy to promote the brand.
7. My thoughts and feelings toward the brand often automatically come to mind seemingly on their own. (To what extent are your thoughts and feelings toward the brand often automatic, coming to mind seemingly on their own?)
8. It is painful to think of the brand no longer being available.
9. I always buy the new model of products from the brand.
10. When I can't buy the brand, I wait for several months to buy the brand rather than buy an alternative brand now.
11. Life without the brand is hard to imagine.
12. I defend the brand when others speak poorly of it.
13. I pay more for the brand than for an alternative brand.
14. I frequently use products that feature the brand's logo.
15. I want to buy the brand for friends or family.
16. I recommend the brand to others.
17. I am thinking about switching from the brand to another brand. (reverse)
18. I will buy the brand for myself again.

※ The exploratory factor analysis led to the removal of four indicators (Q2.22, Q2.25, Q2.26, Q2.29).

※ Initially, two indicators (Q3.1, Q3.2) were added for brand-self connection and brand prominence, to increase the degree of freedom for the purpose of improving root mean square error of approximation (RMSEA) in the second-order factor analysis models of brand attachment, but eventually they were removed because the first-order models were used.

※ Questions in parentheses in Q3.3, Q3.4, Q3.5, and Q3.7 are shown for reference as used in Park, MacInnis, Priester, Eisingerich and Iacobucci (2010)